(i) A norm of FEE per visitor from Bangladesh and Pakistan;

(ii) The ratio of FEE per visitor from countries other than Bangladesh and Pakistan; and

(iii) Total number of foreign tourist arrivals in that month.

The ratio of FEE per visitor from countries other than Bangladesh and Pakistan was derived using the FEE data from the RBI, but had not been updated using the latest estimates from RBI. This resulted in significant variation between the estimates of FEE from tourism given by the MOT and the RBI.

In the revised methodology currently being used, the old norms of FEE per visitor from Bangladesh and Pakistan have been done away with. Further, the revised methodology uses the latest provisionally revised estimates of FEE from tourism available from the RBI. Another improvement in the new methodology is the use of Consumer Price Index (Urban Non-Manual Employees) in place of Wholesale Price Index to adjust for inflation.

As per the new methodology, the FEE from tourism in India during 2007 is estimated at US$ 11.62 billion.

(f) The steps taken by the Government to further promote tourism and improve FEE from tourism include:—

* Focusing on growth of hotel infrastructure, particularly that for budget hotels;
* Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions;
* Direct approach to the consumers through electronic and print media through the "Incredible India" Campaign;
* Production and distribution of publicity material;
* Direct co-operative marketing with the airlines, tour operators and and wholesalers in overseas markets;
* According greater focus to the emerging markets, paricularly of China, North East Asia and South East Asia;
* Participation in Trade Fairs and Exhibitions;
* Use of internet and web marketing; and
* Re-inforced hospitality programmes including grant of air passages to invite media personnel, tour operators on familiarization tours to India to get first hand knowledge on various tourism product.

Overseas tourists

3830. DR. T. SUBBARAMI REDDY: Will the Minister of TOURISM be pleased to state:

(a) whether to attract overseas tourists who skip India as a destination due to lack of time, Centre is working on sprucing up infrastructure at 20 destinations and circuits that can be considered by visitors within 3 to 4 days;

(b) whether while addressing a cultural event that was part of the Incredible India celebrations in Singapore, she urged potential tourists to consider India for shorter holidays; and

(c) to what extent these Centres will help to provide help and assistance to visitors who come for a short while?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) Development and upgradation of tourist infrastructure at tourist destinations and circuits is primarily the responsibility of State Governments/Union Territory Administrations. Ministry of Tourism however, provides financial assistance to State/Union Territories for tourism projects based on proposals received from them in accordance with scheme guidelines subject to availability of funds and inter-se priority. During the year 2007-08, 277 tourism projects for Rs. 64513.23 lakhs were sanctioned for development and promotion of tourist destinations in the country.

(b) Yes, Sir.

(c) Together with improving and upgrading infrastructure at destinations/circuits, Ministry of Tourism is also promoting India as a destination for both long and short holidays in potential markets through campaigns in the print, internet, outdoor and electronic media. Information is also disseminated through the website, brochures, leaflets and by the India Tourism in the country and abroad.

Promotion of religious tourism

3831. SHRI MAHENDRA MOHAN: Will the Minister of TOURISM be pleased to refer to answer to Unstarred Question 517 given in the Rajya Sabha on 4th March, 2008 and state:

(a) what is being done by Government to promote religious tourism in Uttar Pradesh particularly to attract tourists to visit Buddhist and Jain sites;

(b) whether Government will promote the sites of Uttar Pradesh under Incredible India campaign; and

(c) if not, the reason therefor?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) to (c) Development and Promotion of tourism including religious tourism is primarily the responsibility of State Government/UT Administrations. However, Ministry of Tourism extends Central Financial Assistance to State Government/UT Administrations for infrastructure development under "Product/Infrastructure Development for Destinations and Circuits" scheme of the Ministry. Ministry of Tourism had sanctioned projects worth Rs. 1390.63 lakh during the year 2007-08 to Uttar Pradesh.

Ministry of Tourism also promotes and publicises the places of religious importance through print and electronic media as part of Incredible India campaign.

Promotion of tourism in Uttarakhand

3832. SHRI HARISH RAWAT: Will the Minister of TOURISM be pleased to state:

(a) the total amount allotted for the promotion of tourism in the hill station of Uttarakhand during the year 2007-08; and

(b) the names of hill stations identified for this purpose?